



USDA Weekly Retail Turkey Feature Activity

Fri. Feb 03, 2006

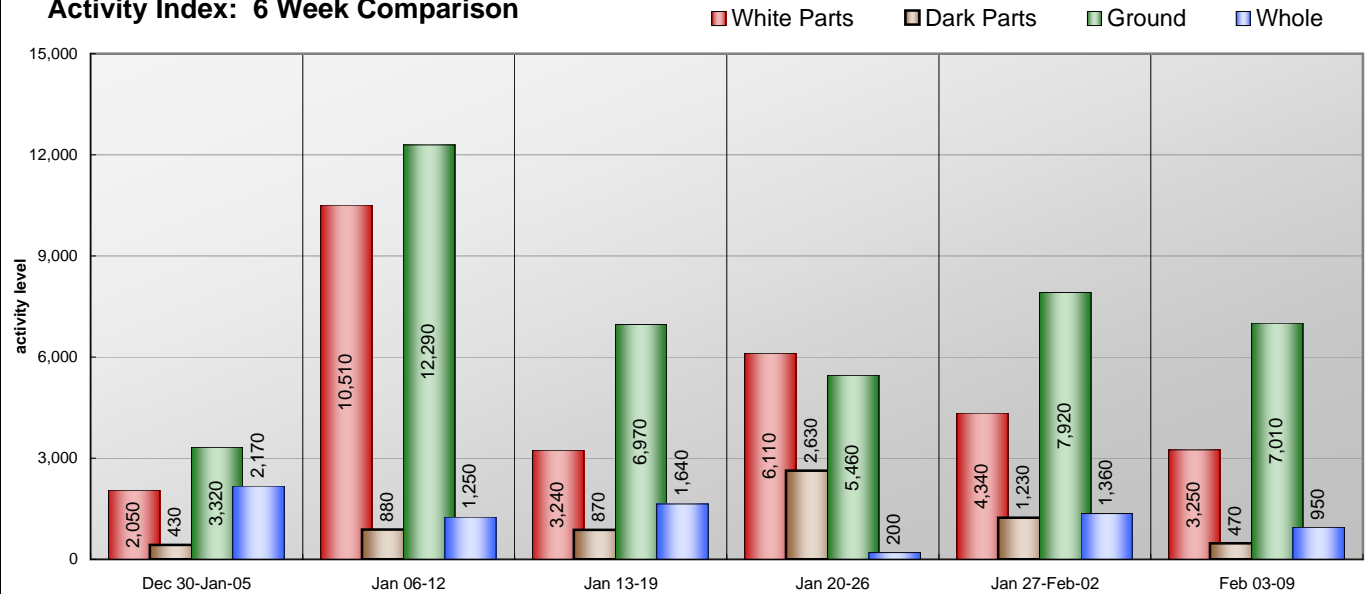
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/03 thru 02/09.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	36.5% of 16,700 outlets		47.8% of 16,700 outlets	
Special Rate 4/	11.9%		8.3%	
Activity Index 2/	11,680		14,850	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	590	1.15	50	0.99
" - Toms				
Frozen - Hens	200	0.79	620	0.76
" - Toms	160	0.73	690	0.77
PARTS:				
Breast:				
Bone-in, whole				
Fresh	660	1.79	730	1.22
Frozen	320	1.31	660	1.65
Hotel Style				
Fresh			400	1.46
Frozen	70	1.36		
Split, bone-in				
Fresh	20	2.19	20	1.99
Rotisserie (24 oz)	210	6.84	390	7.91
Boneless, whole				
			90	3.52
Cutlets	1,230	4.24	710	4.04
Strips	40	3.19	200	4.70
Tenders	700	3.94	1,140	3.22
Drumsticks				
			320	1.09
Thighs				
			230	1.02
Wings				
			310	1.08
Necks				
Smoked Drumsticks	230	1.54	210	1.60
Smoked Wings	200	1.55	160	1.59
Smoked Necks	40	1.39		
GROUND TURKEY:				
	7,010	2.76	7,920	2.60
Patties	400	2.45	1,960	2.57
Sausage	1,920	2.57	1,920	2.63
85% lean	590	1.66	960	1.51
93% lean	2,200	2.24	2,090	2.47
Breast	1,900	3.95	990	3.92

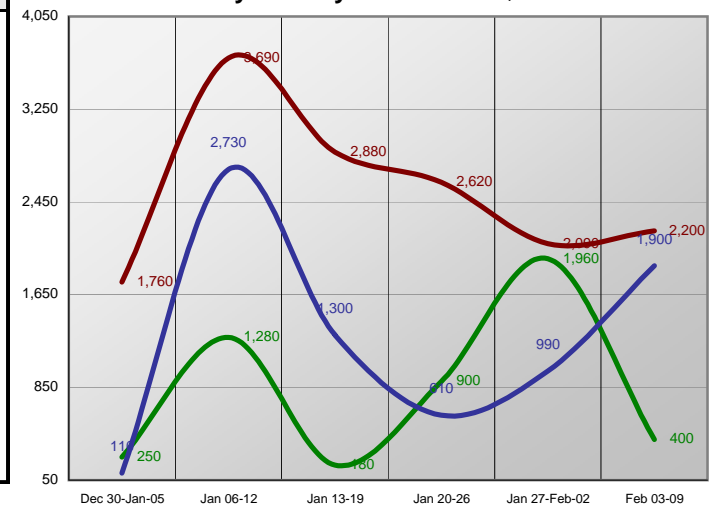
Activity Index: 6 Week Comparison



Turkey Featuring - 02/03 thru 02/09

Featuring of turkey items this week is down overall from last week with most attention being directed to ground turkey and breast cutlets. Retail promotions for Super Bowl weekend dominate ad space this week, greatly limiting the number of turkey promotions in store circulars. Breast cut ads are focused on cutlets with other items tested only sporadically. Features of fresh whole birds are more numerous this week and at levels not seen since December. Ground turkey is competing best for football fan's attention lead by 93% lean and closely followed by sausage items and ground breast meat. Activity is best in the West and includes nearly a fourth of stores running "buy 1, get 1 free" promotions.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	32.8% of 8,200 sampled outlets 7.9% of stores w/ no-price promotions Activity Index = 5,510			27.6% of 4,900 sampled outlets 7.8% of stores w/ no-price promotions Activity Index = 1,910			56.8% of 3,600 sampled outlets 26.3% of stores w/ no-price promotions Activity Index = 4,260		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99	110 0.99					1.19	480 1.19	
" - Toms									
Frozen - Hens	0.79	130 0.79		0.99	40 0.99		0.49	30 0.49	
" - Toms	0.79	130 0.79					0.49	30 0.49	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.49	640 1.79		1.59	10 1.59		1.99	10 1.99	
Frozen	1.29 - 1.49	150 1.41		1.19 - 1.49	170 1.22				
Hotel Style									
Fresh									
Frozen	0.99 - 1.49	70 1.36							
Split, bone-in									
Fresh	2.19	20 2.19							
Rotisserie	5.99 - 8.99	210 6.84							
Boneless, whole									
Cutlets	3.19 - 3.99	320 3.90					3.99 - 4.70	910 4.37	
Strips	3.19	40 3.19							
Tenders	3.19	40 3.19					3.99	660 3.99	
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.49 - 1.59	190 1.58		1.39	40 1.39				
Smoked Wings	1.59	160 1.59		1.39	40 1.39				
Smoked Necks				1.39	40 1.39				
GROUND TURKEY:									
Patties	2.29 - 2.69	80 2.53		1.99 - 2.50	320 2.43				
Sausage	1.99 - 2.80	1,080 2.49		2.05 - 2.79	320 2.29		2.46 - 3.43	520 2.91	
85% lean	1.69 - 1.89	310 1.75		1.39 - 1.79	280 1.57				
93% lean	1.90 - 2.80	1,560 2.25		2.00 - 2.79	470 2.16		2.40 - 2.80	170 2.44	
Breast	3.49 - 3.99	270 3.73		3.99	180 3.99		3.99	1,450 3.99	

Note: See page 1 for explanatory notes.